

DESIGN EXHIBITION 2022

MAKINAR
HUB

College of Creative Arts, UiTM Kedah Branch

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MINDAREKA
HYBRID

Table Of Content

Rector's Message	i
Head of Faculty's Message	ii
Commitee	iii
Students Artwork (Graphic & Media Digital)	1
Students Artwork (Industrial Design)	137



**NURUL AIN
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OPPAKI CAFE PRODUCT

Design Advisor : DR. Shafilla Subri
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Oppaki Cafe is a cafe that serves different types of Korean fried chicken such as Korean fried chicken cheese, Korean fried chicken Dakgangjeong, and Korean fried chicken soy garlic that are requested by the customers. The name Oppaki cafe was inspired by a cafe which was located at Kulim Mall Arked Mara Kilang Lama. Vista Catering has been operating for 4 years since its establishment in 2018. It is a sole trader company that is owned by a single owner Nur Husni Ahmad. She started from a small business and continued to pursue a career in food service. The company has now developed and has attracted many customers. The uniqueness of this cafe is in the source where there are special ingredients and original taste from Korea. The price is disclosed upfront in every contract and the offer is considered cheap. This company has long been established so the customers do not have to worry as the workers are experienced and well trained. Oppaki cafe is one of the best Cafes. They provide very good service at a low price and can serve various types of food. Since it is a cafe, the targeted audience must be teenagers because they always want to try new things. Our target is also for those who like spicy food. There are many popular Cafe in Malaysia that provides excellent service with a wide selection of prices. Among them is Myeongdong cafe, 4 fingers, Kyochon, Dubuyo, Texas Chicken, and more. All the products have their strengths and weaknesses. The concept used for this company is Korean Style. The use of blue and red. the colors blue and red are taken from the colors of the Korean national emblem. Each Item will use blue and red colors such as uniforms, wraps, cafe logos, websites, and others used for this cafe. Overall, the brand design of Oppaki Cafe is designed from the corporate image, advertising series, multimedia, and digital series (eg. TV commercial, website design), and illustration products (manual and digital). In conclusion, it is believed that Oppaki Cafe will be a competitive Korean fried chicken cafe in the market, based on the concept and design. A good company, with a good design strategy, will be able to help to attract customers. Oppaki Cafe, Spice It Up!.



GRAPHIC DESIGN & MEDIA DIGITAL

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**MINOARREKA
HYPERIO**

College of Creative Arts, UTM Kedah Branch

TOSHIBA



JKKN
JABATAN KEBUDAYAAN
& KESENIAN NEGARA



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